

MARKETING MIX FACTORS AND BRAND EQUITY AFFECTING CONSUMERS' ONLINE FACIAL COSMETICS PURCHASING DECISION IN BEIJING, CHINA

Qian LIU¹, Phatthararuethai KENIKASAHMANWORAKHUN¹ and Ananchai KONGCHAN¹

¹ Faculty of Business Administration, Thongsook College, Bangkok, Thailand;
qian.thongsookcollege@gmail.com (Q. L.); oil.phd@gmail.com (P. K.);
ananchai.k@chula.ac.th (A. K.)

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ABSTRACT

This research aims to study the personal factors, marketing mix, and brand equity that affect purchasing decisions for online facial skincare products among consumers in Beijing, China. The study consists of 260 consumers who have purchased such products online in Beijing, China. Data was collected through a questionnaire using convenient sampling methods. Data analysis included the use of frequency, percentages, mean, standard deviation, t-test, F-test, and multiple regression analysis. The results revealed that among consumers in Beijing, China, differences in gender and income had varying effects on purchasing decisions for online facial skincare products, with statistical significance at the 0.05 level. The marketing mix, including factors like price and promotion, had a significant effect on purchasing decisions for online facial skincare products. These effects were statistically significant at the 0.05 level, with a predictive power of 21.1 percent. Additionally, brand equity, encompassing elements such as brand awareness, brand associations, brand perceived quality, and brand loyalty, significantly effect on purchasing decisions for online facial skincare products. These effects were also statistically significant at the 0.05 level, with a predictive power of 37.0 percent.

Keywords: Marketing Mix, Brand Equity, Purchasing Decision, Facial Cosmetics

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